



Manage your online presence.

Check the following:

Social Media

If a potential employer did a google search of your name, do you know what they would find?

Know what your online presence looks like to potential employers before you send them your application.

Consider all of your social media accounts such as

– LinkedIn, FaceBook, Instagram, youtube etc

Is there anything you don't want a potential employer to know about you?

Make your personal life online private at least while you are searching for a job.

Job Boards

Ensure your Job Search board profiles are uptodate and visible to recruiters such as:

– Seek, Trademe, LinkedIn etc

Does the basic info match across all platforms?

Professional LinkedIn profile

While your resume and cover letter will be tailored to the specific job you are applying for, your LinkedIn profile will not. So what do you do?

- Have a professional photo of yourself.
- A banner – this can be of your favourite sport or a nature scene.
- Headline statement that you are actively seeking a job or if your employer does not know you are looking, simply state your current job title and express your passion or talent for it.
- Location should include where you are willing to work.



- Specify that you are open to work and choose the various relevant job titles. let everyone see that you are actively looking for work or choose to only let recruiters see.
- About section, Express your personality this section. Talk about your passion for what you do, highlighting key talents or achievements.
- Activity, start following potential employers you wish to work for, and write educated comments that show you are an expert in your field.
- Experience, Job titles and dates must match your resume and other online media. Otherwise, write a simple summary sentence of your role and any outstanding achievements. Add in relevant skills for each job.
- Education, add your highest level of education.